<u>IN THE CLAIMS</u>

Please cancel claims 8 and 9 and amend the currently pending claims as follows.

This listing of claims will replace all prior versions, and listings, of claims in the application.

<u>Listing of Claims:</u>

1.   (Currently amended) A method for directing navigation of a visitor to a World Wide Web site, comprising:

receiving at least one search term from a visitor to a World Wide Web site;

<u>associating each of a plurality of navigation paths with a respective one of a plurality of score ranges;</u>

<u>determining a score for said at least one search term;</u>

selecting a navigation path based, at least in part, on said at least one search term, wherein said navigation path is selected from [[a]] <u>said</u> plurality of navigation paths <u>and said score of said at least one search term is within a scored range associated with said navigation path;</u> and

directing said visitor along said navigation path automatically.

2. (Original) The method of claim 1, wherein said selecting a navigation path comprises:

scoring said at least one search term.

3. (Original) The method of claim 1, further comprising:

associating a point value with each of a set of potential search terms.

4. (Original) The method of claim 3, wherein said selecting a navigation path comprises:

determining a score based at least in part on point values associated with said at least one search term.

5. (Original) The method of claim 4, wherein said score is also based at least in part on demographic information associated with said visitor.

6. (Original) The method of claim 4, wherein said score is also based at least in part on an occurrence of an external event.

7. (Original) The method of claim 4, wherein said selecting a navigation path comprises:

determining said navigation path based, at least in part, on said

score.

8.   Cancelled

9.   Cancelled.

10.   (Currently amended) The method of claim[[8]] 1, further comprising:

establishing a rule under which said navigation path can be

selected from one of said plurality of potential navigation paths.

11.   (Original) The method of claim 1, further comprising:

establishing a rule which said navigation path can be determined.

12.   (Original) The method of claim 1, further comprising:

receiving compensation for directing said visitor to a specific World

Wide Web site based on said at least one search term.

13.   (Original) The method of claim 1, further comprising:

determining demographic information about said visitor.

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14. (Original) The method of claim 1, wherein said directing said visitor along said navigation path includes at least one of the following:

automatically serving a jump page to said visitor;

automatically opening a window for said visitor;

automatically directing said visitor to a new World Wide Web site; and

automatically directing said visitor to a new Web page of said World Wide Web site.

15. (Original) The method of claim 1, wherein said directing said visitor along said navigation path includes serving a jump page to said visitor, said jump page including at least one of the following:

a link to a new World Wide Web site;

a link to a Web page on said World Wide Web site;

a link to filtered search results; and

a link to unfiltered search results.

16. (Original) The method of claim 1, further comprising:

establishing a rule that must be satisfied before said visitor can be directed along said navigation path; and

determining if said at least one search term satisfies said rule.

17.   (Original) The method of claim 1, further comprising:

associating each of said plurality of navigation paths to at least one

of a plurality of combinations of search terms, wherein said navigation

path is selected only if said at least one search term includes a

combination of search terms associated with said navigation path.

18.   (Currently amended) A system for directing navigation of a visitor to a

World Web Web site, comprising:

a memory;

a communication port; ~~and~~

a processor connected to said memory and said communication

port, said processor being operative to:

receive at least one search term from a visitor to a World

Wide Web site;

<u>associate each of a plurality of navigation paths with a</u>

<u>respective one of a plurality of score ranges;</u>

<u>determine a score for said at least one search term;</u>

select a navigation path based, at least in part, on said at

least one search term, wherein said navigation path is selected from

[[a]] <u>said</u> plurality of navigation paths <u>and said score of said at least</u>

<u>one search term is within a scored range associated with said</u>

<u>navigation path</u>; and

direct said visitor along said navigation path.

19.   (Currently amended) A computer readable medium for use in a server

hosting a World Wide Web site, the computer readable medium storing a

computer program comprising:

        computer readable means for obtaining at least one search term

from a visitor to a World Wide Web site;

        computer readable means for associating each of a plurality of

navigation paths with a respective one of a plurality of score ranges;

        computer readable means for determining a score for said at least

one search term;

        computer readable means for determining a navigation path based,

at least in part, on said at least one search term, wherein said navigation

path is determined from [[a]] said plurality of navigation paths and said

score of said at least one search term is within a scored range associated

with said navigation path; and

        computer readable means for establishing said navigation path for

said visitor.

20.   (Currently amended) An apparatus for directing navigation of a visitor to

a World Wide Web site, comprising:

means for obtaining at least one search term from a visitor to a World Wide Web site;

means for associating each of a plurality of navigation paths with a respective one of a plurality of score ranges;

means for determining a score for said at least one search term;

means for determining a navigation path based, at least in part, on said at least one search term, wherein said navigation path is determined from [[a]] said plurality of navigation paths and said score of said at least one search term is within a scored range associated with said navigation path; and

means for establishing said navigation path for said visitor.

21.   (New) A method for directing navigation of a visitor to a World Wide Web site, comprising:

receiving at least one search term from a visitor to a World Wide Web site;

selecting a navigation path based, at least in part, on said at least one search term, wherein said navigation path is selected from a plurality of navigation paths;

directing said visitor along said navigation path automatically;

establishing a rule that must be satisfied before said visitor can be directed along said navigation path; and

determining if said at least one search term satisfies said rule.

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22.   (New) A method for directing navigation of a visitor to a World Wide Web site, comprising:

receiving at least one search term from a visitor to a World Wide Web site;

associating each of a plurality of navigation paths to at least one of a plurality of combinations of search terms;

selecting a navigation path based, at least in part, on said at least one search term, wherein said navigation path is selected from a plurality of navigation paths and said navigation path is selected only if said at least one search term includes a combination of search terms associated with said navigation path; and

directing said visitor along said navigation path automatically.